Apfel
Group

Engineering Solutions

Rebranding
a group of companies
Apfel-group

OBJECTIVE

The rebranding of a group of companies that provides a set of services for the installation of engineering systems in commercial and industrial buildings: shopping and entertainment, office complexes, logistics centers, industrial facilities.

OUR GOALS

To provide a new image to a group of companies united by a single brand, including naming, corporate identity, and representation on the Internet.
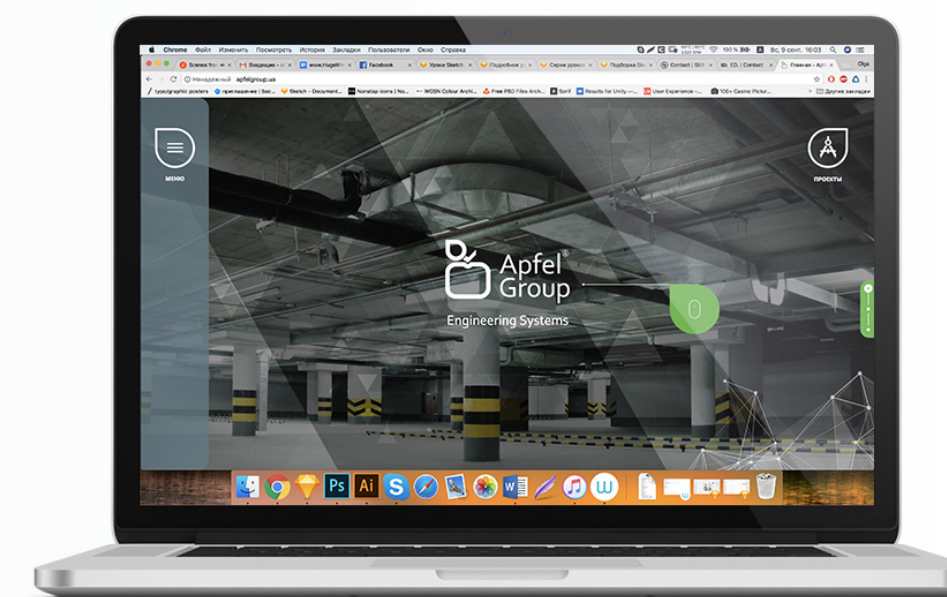
A LOGO WAS CREATED, AND CORPORATE STYLE WAS ARRANGED

A WEBSITE WAS CREATED BASED ON IT

New name

Apfel Group

Engineering Solutions

NAMING

We suggested several options for company names, which play out the name of the owner.

The client chose the name "Apfel-group".

The corporate unit we developed is a single composition consisting of a logo and a slogan.

20/12

NAMES FOR
THE COMPANY

LOGO
OPTIONS

THE CORPORATE STYLE

A brand book we developed includes the corporate style for business documentation, printing materials, as well as branded overalls.

34

THE BRANDBOOK
34 POSSIBLE ELEMENTS

ADAPTIVE WEBSITE DESIGN

DESIGN CONCEPT

After developing the idea and functional website prototype, we suggested a design concept that fully met the demands of the customer.

#74aa54

Panton
7738 C

#677680

Panton
431 C

#ffffff

CORPORATE COLORS

STYLISTICS

LOGO

ADAPTIVITY

The first-order condition for modern websites is the adaptive coding. Apfel-groups looks great on all modern devices and optimally adapts to each size.

TESTED MANUALLY

LOOKING THOUGHTFULLY AND CLEAR

MOBILE-FRIENDLY

MAIN SLIDER

The website design includes technological elements, and photos of production facilities, however, it looks nice and smooth.

It demonstrates the work of the company, caring about the aesthetic appearance of industrial structures and internal communications of buildings.

The main slider leads to the three most important sections of the company — "About Us", "Projects", "Services" and allows you to get the information you need in one click.

Interesting animation of the slider emphasizes its functionality.

1
SLIDERS
SENSITIVE
TO SCROLLING

2
ANIMATED
EFFECTS

3
THE MAIN
MENU OPENS
BY CLICK

4
SCREEN
INDICATORS

5
QUICK
SHIFT TO THE
"PROJECTS"
PAGE

COMPANY PRIDE —
"PROJECTS" SECTION

Here the user can see the company's achievements, its cooperation with the best building brands of Ukraine, whose facilities adorn the capital and other cities.
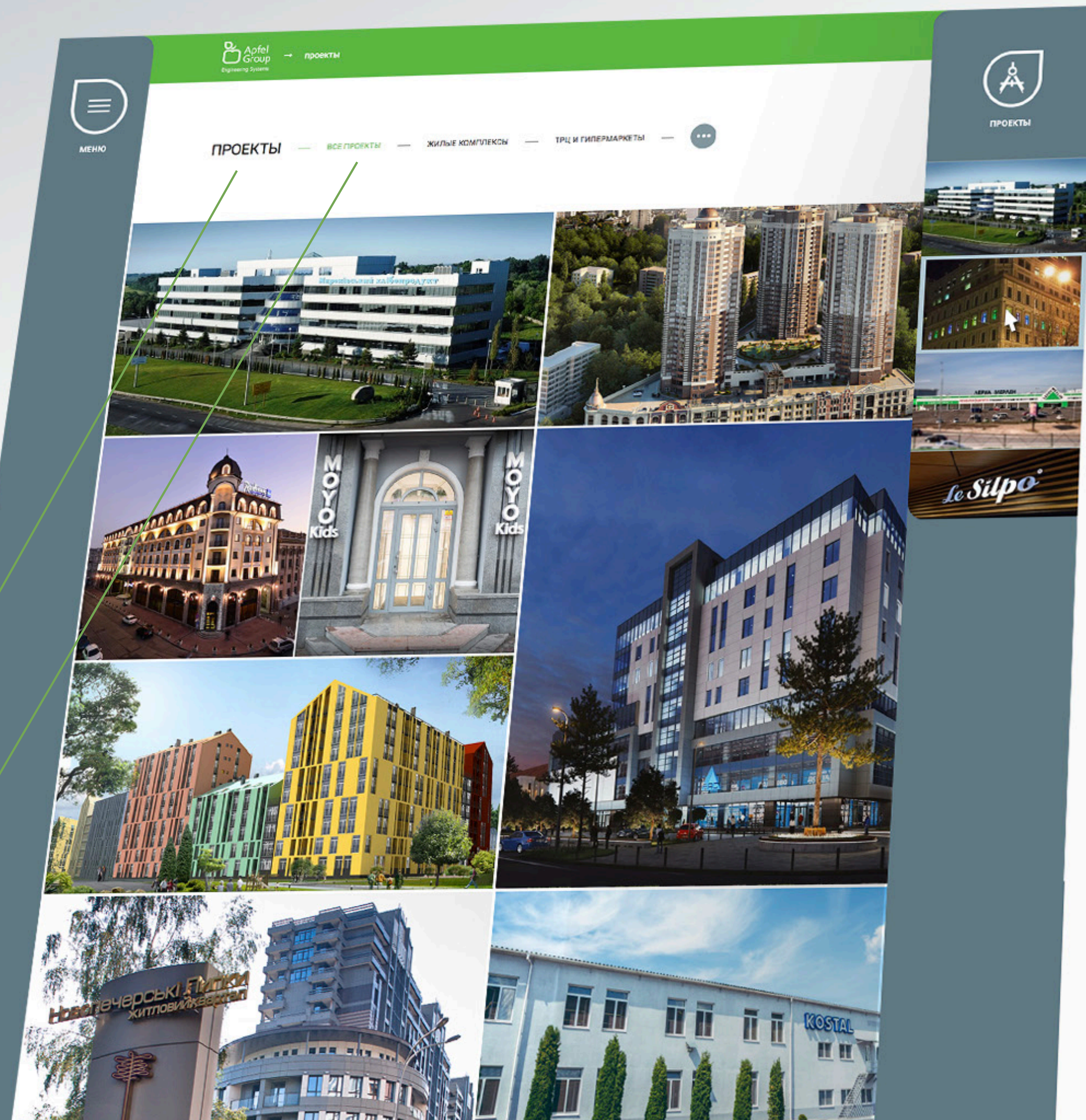
We tried to pay special attention to this section.

Stylish appearance, practical functionality that allows you to quickly find projects of interest, proper animation of the filter and sidebar of the "selected projects" — all this allows demonstrating the company's projects, its portfolio in the best way.

ALL COMPANY OBJECTS

ANIMATION OF THE "PROJECTS" SECTION

FILTER OF WORKS

PROJECTS

The detailed page of the Project reveals complete information about the projects, technical data, photos and video materials about the project and the work progress.

At the head of the page, there is a video player, which is displayed as a banner in a folded form, opens up to the full screen and has stylized control elements for the player.
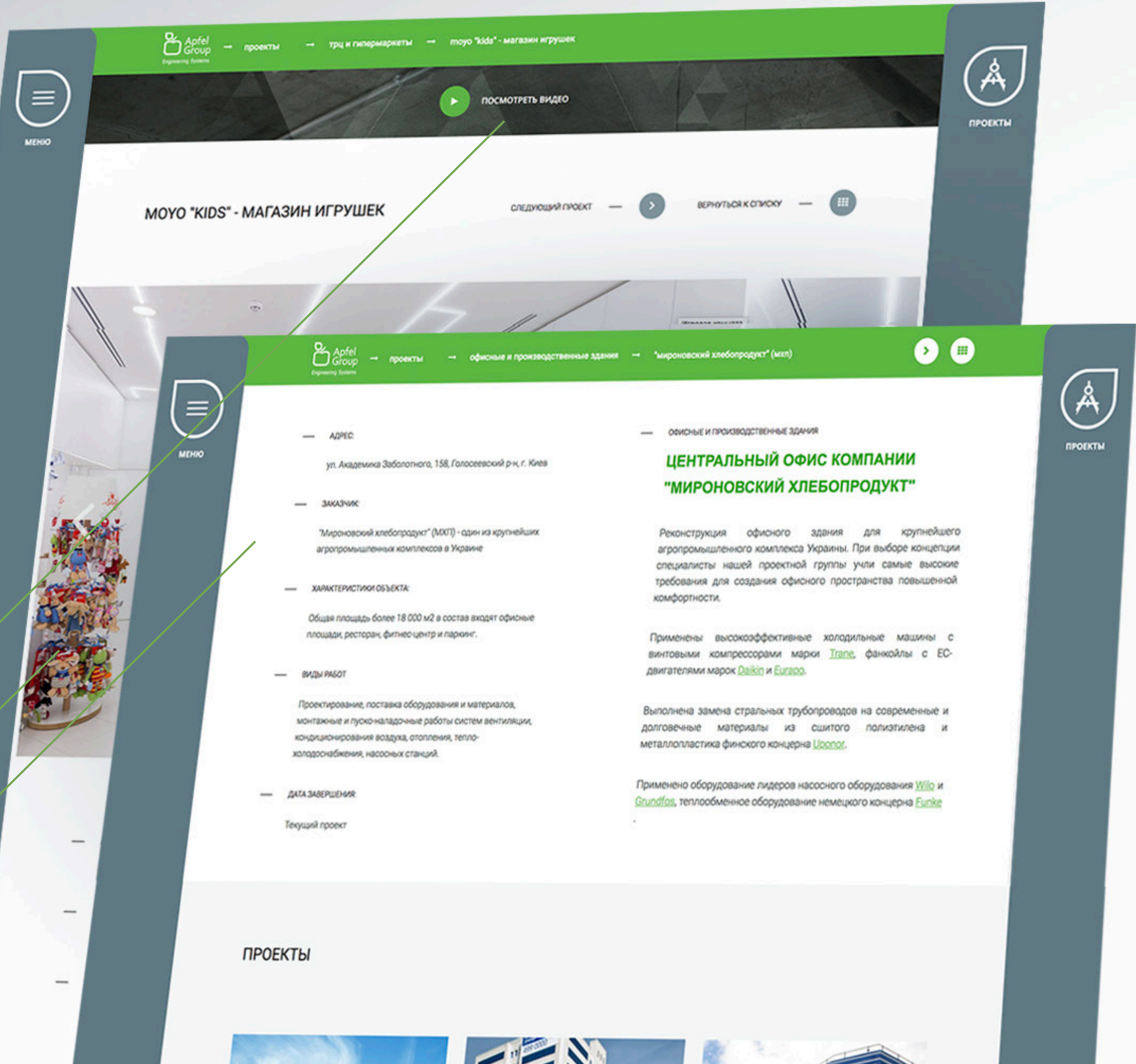
The user can watch a video specially shot from the drone, showing the company's objects from a bird's eye view.

Go to the video by clicking the "Video Project" button in the description of the project itself.

VIDEO ON THE OBJECT

SLIDER

PROJECT CHARACTERISTICS

SLIDER-PHOTOGALLERY

The highlight of the detailed project page is also a slider photo gallery with photos of the project.
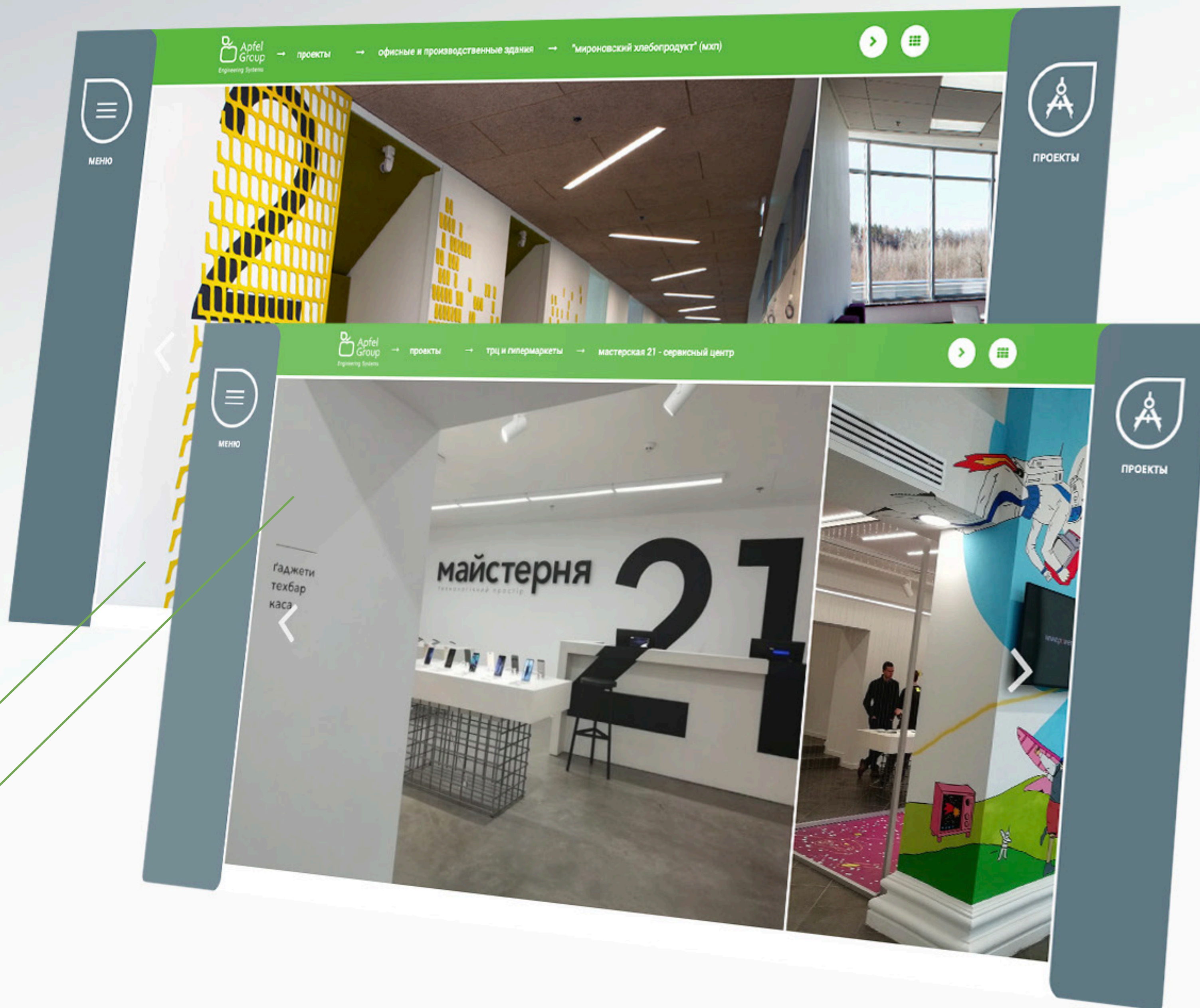
Specially designed non-standard slider animation allows loading photos of arbitrary size, both vertical and panoramic shots and flipping them both with the help of a click and by pulling.

This allows the user to shift the photo to an arbitrary size and view it in detail.

At the bottom of the page, there is the "Projects" block, which contains three selected projects from the same project group.

THE SCREEN PULLING BY CLICK

SEAMLESS PHOTO

SPECIAL PAGE — ABOUT THE COMPANY

The page "About the company" is made in the form of a separate landing, where the block with icons specially designed in the corporate style of the company, directions of activities, specializations of the company, as well as an animated block of advantages.

IN THE FORM OF LANDING

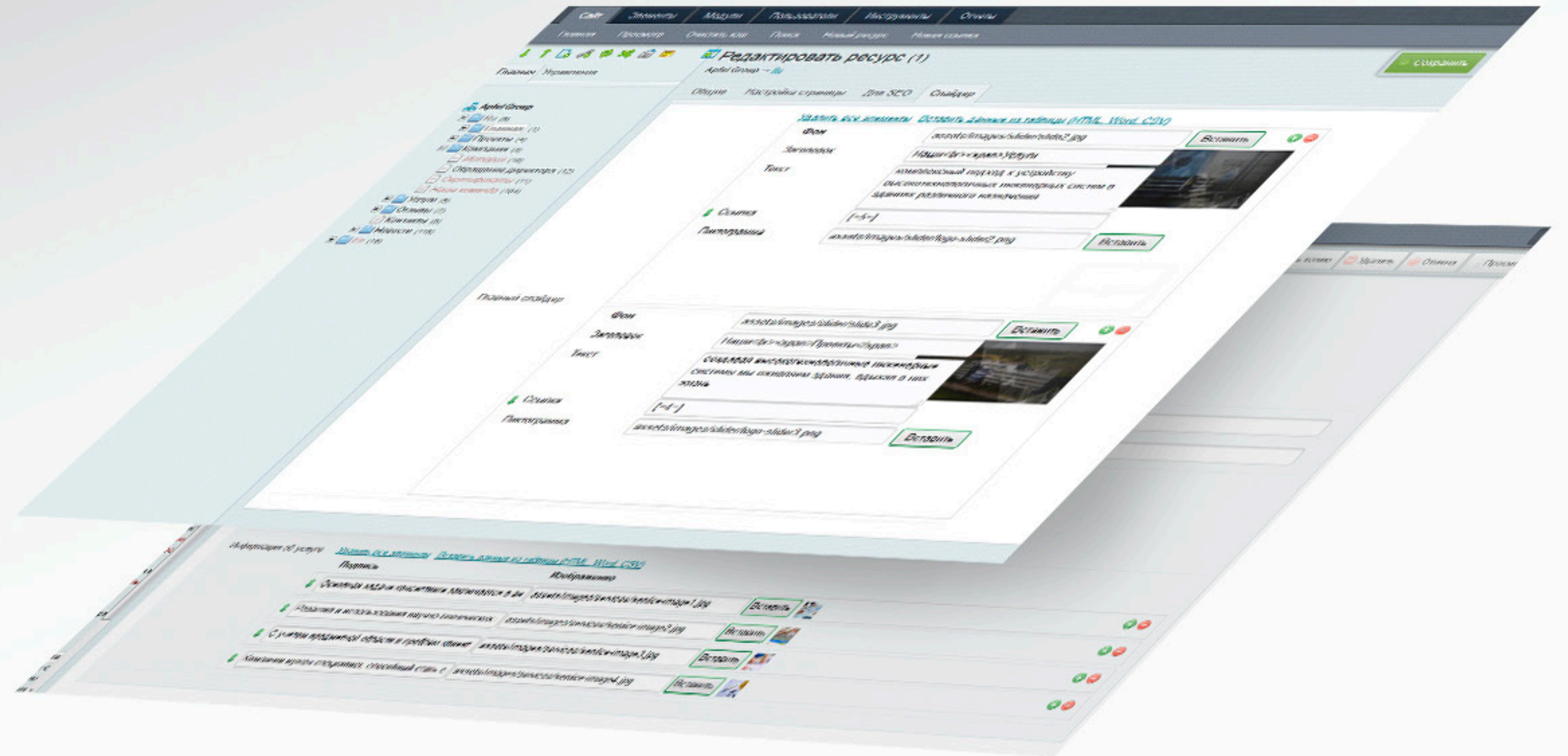ACCENT ON ADVANTAGES

COMPANY SERVICE SUBTOPICS

WEBSITE MANAGEMENT

The administrative panel of the website allows managing all the elements, changing texts, photos, videos, selecting projects from auxiliary blocks, adding sections and pages, maintaining the website in two languages, and, if necessary, adding the website version in another language.

The interface of the control panel is friendly and intuitive, requires only a short tour for acquaintance before the start of work.

FULL WEBSITE MANAGEMENT

INTUITIVE CONCEPTUAL MANAGEMENT

EDITING ANY FIELDS AND VALUES ON THE WEBSITE

THE RESULT

RAISED BRAND AWARENESS FROM SCRATCH

Conducted a complete rebranding of the company:

- created a new name;
- picked up corporate symbols;
- launched a website with a modern design.

>303%

>1,5

INCREASED THE CONVERSION: BY 303%

RAISED BRAND AWARENESS FROM SCRATCH

CUSTOMER BASE INCREASED: ALMOST 1.5 TIMES

IF YOU HAVE ANY QUESTIONS OR CONCERNS,

PLEASE CONTACT US IN THE WAY CONVENIENT FOR YOU:

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